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**From:** Strobel, Kathleen A.  
**Sent:** Monday, April 19, 1999 3:04 PM  
**To:** Bayliss, Elissa L.  
**Cc:** Czarnecki, Joe R.  
**Subject:** Club Profile Forms

Hi Elissa,

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I was reviewing your club profile forms for the Marlboro bar program and have a few questions:

- Venue ID: Do you just assign a number to your bars from 1 - 3,000 (or however many clubs you have)? What do you use the ID #'s for?
- Classifications: How do you classify the bars (is this event, music, etc)????
- Rating: What criteria / buckets to you rate the bars into?
- Self-Contained Facility: Does this refer to indoor/outdoor ??? If they also have a restaurant????
- Graphic Influence: Does this refer to how far the patrons drive to get to the club?

Thanks,  
Kathy